

Fact Sheet

NOOK Simple Touch®

NOOK Simple Touch is Barnes & Noble's highly acclaimed and easy-to-use Reader, offering paper-like, glare-free readability – even in bright sunlight – and lightning fast page turns. Lightweight and ultra-portable, NOOK Simple Touch features a long-lasting battery life and ergonomic soft-touch design, making it comfortable to hold, even in one hand, for long periods of time and easy to fit in a jacket or pocket for reading on the go. The company's exclusive Best Text™ Technology with adjustable fonts optimizes each letter so words appear crisp and clear.

Easy-to-Use 6-inch Touchscreen

NOOK Simple Touch is intuitive and easy to navigate, shop and read. Just tap the fine-tuned, infrared 6-inch touchscreen to find the best selection of books, magazines and newspapers with ease. Turn pages, look up words, highlight passages, and adjust the font size and style – all with just the touch of a finger.

Light, Compact and Portable

NOOK Simple Touch has an ergonomic, contoured design with a soft-touch back that makes it easy and comfortable to read for extended periods of time. NOOK's sleek, but durable, compact design makes it easy to fit in a jacket, pocket, purse or backpack. NOOK Simple Touch is extremely lightweight at less than 7 ounces (197 grams). With 2GB of storage (1GB for content, 750MB reserved for NOOK content)*, NOOK can hold up to 1,000 digital books and more content using the expandable memory and up to a 32GB microSD™ card.

Long-Lasting Battery Life

NOOK Simple Touch allows customers to read for over 2 months on a single charge.**

Shop More than 3 Million Titles

NOOK Simple Touch wirelessly connects via Wi-Fi™ to the NOOK Store® of more than 3 million books***, magazines and newspapers, including thousands of free titles, all at your fingertips. With the click of a button, customers can sample books for free. Choose from a broad collection of popular national and local market newspapers and magazines from NOOK Newsstand™, automatically delivered to your NOOK the moment they're released. Get personalized recommendations from NOOK experts to decide what to read next.

Connect with NOOK Friends™

Connect with NOOK Friends, an exciting social experience, to share and find new titles. See your friends' favorites and recommended reads. With NOOK's exclusive LendMe® technology, you can also lend eligible books to friends, at no cost, for up to 14 days, and see and request to borrow their LendMe books, too.

A Personalized Experience

NOOK Simple Touch lets customers choose from seven font sizes and six font styles to customize their reading experience. Organizing your books couldn't be easier using My Shelves. Just like a bookcase, customers can group and arrange books on the shelves they name. Personalize NOOK Simple Touch with one of NOOK's screensavers or upload a personal photo. Plus, Barnes & Noble offers a complete selection of colorful, high-quality NOOK accessories to fit your style.

Read What You Love, Anywhere You Like™

With NOOK Simple Touch, customers' entire NOOK Library™ goes wherever they go. In addition to NOOK digital content, customers can easily transfer and read personal EPUB and PDF files on their device. Free NOOK Reading Apps™ let customers continue reading on their favorite mobile and computing devices. NOOK syncs a customer's NOOK Library and the last page read across NOOK and software-enabled devices so they can pick up right where they left off. And, because NOOK Simple Touch devices use the open, most widely used EPUB format, customers can also borrow digital books from their local library.

The Barnes & Noble Promise™

US customers will find unmatched customer support in nearly 700 neighborhood Barnes & Noble bookstores with more than 34,000 booksellers nationwide ready to assist with setting up NOOK or choosing the next great read. NOOK customers in both the US and UK can enjoy award-winning customer service via phone and email.

Availability

- US: NOOK Simple Touch is available at Barnes & Noble stores and www.nook.com. Experience the NOOK® portfolio at www.nook.com and at NOOK Digital Shops™ and displays in any of Barnes & Noble's nearly 700 US bookstores, and other leading retailers.
- UK: NOOK Simple Touch is available in stores and online through participating retailers and at www.nook.co.uk.

NOOK Simple Touch Tech Specs	
Size	Height: 6.5" (170 mm) Width: 5.0" (130 mm) Depth: .47" (12 mm)
Weight	7.48 oz. (212 g)
Display	6-inch touchscreen with infrared technology and E Ink Pearl Display <ul style="list-style-type: none">• 16-level gray scale BestText Technology specially optimizes each letter for ultra-crisp words• 7 adjustable font sizes and 6 font styles for extra clear readability
Operating System	Android OS 2.1
Power and Battery	<ul style="list-style-type: none">• Over 2 months with Wi-Fi off; over 3 weeks with Wi-Fi on**• Installed rechargeable battery• Charges via power adapter or USB to computer• Charging time: 3 hours from wall outlet
Storage	<ul style="list-style-type: none">• 2GB on-board memory (1GB for content, 750MB reserved for NOOK content)* holds up to 1,000 NOOK Books®• Expandable memory slot supports microSD card up to 32GB
Connectors & Input/Output	<ul style="list-style-type: none">• Micro-USB connector• Expandable microSD slot
Connectivity	<ul style="list-style-type: none">• Wireless connectivity via Wi-Fi (802.11 b/g/n)<ul style="list-style-type: none">○ B&N fast and free Wi-Fi in US stores○ Complimentary access at nearly 30,000 AT&T Wi-Fi® hotspots including restaurants, hotels and more in US○ Connects in most Wi-Fi hotspots including those which require additional information or confirmation through a Web browser

Supported File Types	NOOK Store files are delivered in EPUB. Also supports PDF, JPG, PNG, BMP and GIF images for personalized screensaver.
Book Reading and Sharing on Other Devices	In addition to NOOK devices, NOOK Books can be enjoyed on a multitude of computing and mobile devices that support Free NOOK Reading Apps. US customers can learn more and download Free NOOK Reading Apps at www.nook.com/freenookapps .

* GB = 1 billion bytes. Actual formatted capacity may be less.

** Battery test based on a half hour of daily reading time with Wi-Fi off.

*** Over 2.5 million titles available to UK customers (www.nook.co.uk).

microSD and microSDHC are trademarks of SD-3C, LLC; Wi-Fi is a registered trademark of the Wi-Fi Alliance.

Images and additional information can be found at www.nook.com/media or www.nook.co.uk. Customer service can be reached at 1-800-THE-BOOK or nook@barnesandnoble.com.

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